



WPXI  
P.O. Box 640132  
Pittsburgh, PA 15264-0132  
ph: (412) 237-1100  
fx: (412) 237-2247

Advertiser  
Agency/T-Code  
Buyer  
Salesperson

Pol/K Rothfus/R/Congress (13160)  
Strategic Media Placement (3469)/15773902  
EVERSOLE,WHITNEY  
Telerep/Washington DC, Washington DC (1040)  
ph: (555) 555-5555  
Political - Federal Candidate (1067)  
POL/K ROTHFUS/R/CON/PA (130629)  
National/Political  
2649/06303960

Invoice 631003  
Inv Date 9/30/2012  
Terms Net 30  
Contract 329940  
Bill Type Standard  
Period 8/27/2012 - 9/30/2012

Strategic Media Placement  
7669 Stagers Loop  
Delaware, OH 43205

AgM

Product  
Brand  
Acct Types  
Est/Headline  
Demo  
Revision  
Comments

KEITH ROTHFUS 9/5  
\*\*\*\*\* THIS IS A CASH IN ADVANCE

CO-OP/Order Type Yes/Normal  
Package  
Gen. Date 10/1/2012 10:58:27AM

Pittsburgh (WPXI)

## OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.0	<b>Contract Line Remarks:</b>		<b><u>NEWS 6-7A/1</u></b>						
	Spot	5:59:04AM-Channel	Day,W-1,Th-1	09/05/12 6:14AM (We)	00:30	Channel 11 News 6am	TVGENROTH1202H	\$600.00	
	Spot	5:59:04AM-Channel	Day,W-1,Th-1	09/06/12 6:38AM (Th)	00:30	Channel 11 News 6am	TVGENROTH1202H	\$600.00	
2.0	<b>Contract Line Remarks:</b>		<b><u>NEWS 6-7A/2</u></b>						
	Spot	5:59:04AM-Channel	Day,F-1	09/07/12 6:07AM (Fr)	00:30	Channel 11 News 6am	TVGENROTH1202H	\$575.00	
3.0	<b>Contract Line Remarks:</b>		<b><u>TODAY 7-8A/5</u></b>						
	Spot	7:00:00AM- 8:00:00	Day,W-1	09/05/12 7:57AM (We)	00:30	Today Show	TVGENROTH1202H	\$525.00	
4.0	<b>Contract Line Remarks:</b>		<b><u>TODAY 7-8A/6</u></b>						
	Spot	7:00:00AM- 8:00:00	Day,F-1	09/07/12 7:25AM (Fr)	00:30	Today Show	TVGENROTH1202H	\$475.00	
5.0	<b>Contract Line Remarks:</b>		<b><u>SAT NEWS 8-1030A/9</u></b>						
	Spot	8:00:00AM-10:30:00	Day,Sa-1	09/08/12 8:50AM (Sa)	00:30	CHANNEL 11 SATURDAY MORN NEWS	TVGENROTH1202H	\$275.00	
6.0	<b>Contract Line Remarks:</b>		<b><u>NEWS 8-10A/10</u></b>						
	Spot	8:00:00AM-10:00:00	Day,Su-1	09/09/12 8:27AM (Su)	00:30	CHANNEL 11 SUNDAY MORN NEWS	TVGENROTH1202H	\$275.00	
7.0	<b>Contract Line Remarks:</b>		<b><u>NEWS 5-530P/11</u></b>						
	Spot	5:00:00PM- 5:30:00	Per week (1),We,Th,Fr	09/07/12 5:12PM (Fr)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TVGENROTH1202H	\$575.00	
8.0	<b>Contract Line Remarks:</b>		<b><u>NEWS 530-6P/14</u></b>						
	Spot	5:30:00PM- 6:00:00	Per week (2),We,Th,Fr	09/06/12 5:44PM (Th)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TVGENROTH1202H	\$600.00	
	Spot	5:30:00PM- 6:00:00	Per week (2),We,Th,Fr	09/07/12 5:36PM (Fr)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TVGENROTH1202H	\$600.00	
9.0	<b>Contract Line Remarks:</b>		<b><u>NEWS 530-6P/15</u></b>						
	Spot	5:30:00PM- 6:00:00	Day,F-1	09/07/12 5:52PM (Fr)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TVGENROTH1202H	\$600.00	
10.1	<b>Contract Line Remarks:</b>		<b><u>FNA/18</u></b>						
	Sports-Foc	6:58:04PM-Football	Day,Su-1	09/09/12 6:59PM (Su)	00:30	FOOTBALL NIGHT IN AMERICA	TVGENROTH1202H	\$3500.00	
11.1	<b>Contract Line Remarks:</b>		<b><u>NEWS 6-7A/3</u></b>						
	Spot	5:59:04AM-Channel	Per week (2),We,Th,Fr	09/12/12 6:27AM (We)	00:30	Channel 11 News 6am	TVGENROTH1202H	\$575.00	
	Spot	5:59:04AM-Channel	Per week (2),We,Th,Fr	09/14/12 6:08AM (Fr)	00:30	Channel 11 News 6am	TVGENROTH1211H	\$575.00	
12.0	<b>Contract Line Remarks:</b>		<b><u>NEWS 6-7A/4</u></b>						
	Spot	5:59:04AM-Channel	Day,M-1	09/17/12 6:23AM (Mo)	00:30	Channel 11 News 6am	TVGENROTH1211H	\$575.00	
13.1	<b>Contract Line Remarks:</b>		<b><u>TODAY 7-8A/7</u></b>						
	Spot	7:00:00AM- 8:00:00	Day,W-1,Th-1,F-1	09/12/12 7:30AM (We)	00:30	Today Show	TVGENROTH1202H	\$475.00	
	Spot	7:00:00AM- 8:00:00	Day,W-1,Th-1,F-1	09/13/12 7:25AM (Th)	00:30	Today Show	TVGENROTH1202H	\$475.00	
	Spot	7:00:00AM- 8:00:00	Day,W-1,Th-1,F-1	09/14/12 7:27AM (Fr)	00:30	Today Show	TVGENROTH1211H	\$475.00	
14.0	<b>Contract Line Remarks:</b>		<b><u>TODAY 7-8A/8</u></b>						
	Spot	7:00:00AM- 8:00:00	Day,M-1,Tu-1	09/17/12 7:24AM (Mo)	00:30	Today Show	TVGENROTH1211H	\$475.00	
	Spot	7:00:00AM- 8:00:00	Day,M-1,Tu-1	09/18/12 7:57AM (Tu)	00:30	Today Show	TVGENROTH1211H	\$475.00	
15.1	<b>Contract Line Remarks:</b>		<b><u>NEWS 5-530P/12</u></b>						
	Spot	5:00:00PM- 5:30:00	Per week (2),We,Th,Fr	09/12/12 5:12PM (We)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TVGENROTH1202H	\$575.00	
	Spot	5:00:00PM- 5:30:00	Per week (2),We,Th,Fr	09/13/12 5:27PM (Th)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TVGENROTH1202H	\$575.00	
16.0	<b>Contract Line Remarks:</b>		<b><u>NEWS 5-530P/13</u></b>						
	Spot	5:00:00PM- 5:30:00	Day,M-1,Tu-1	09/17/12 5:22PM (Mo)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TVGENROTH1211H	\$575.00	



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17.1	<b>Contract Line Remarks: NEWS 530-6P/16</b>								
	Spot	5:30:00PM- 6:00:00	Day,W-1,Th-1,F-1	09/12/12 5:53PM (We)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TVGENROTH1202H	\$600.00	
	Spot	5:30:00PM- 6:00:00	Day,W-1,Th-1,F-1	09/13/12 5:55PM (Th)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TVGENROTH1202H	\$600.00	
	Spot	5:30:00PM- 6:00:00	Day,W-1,Th-1,F-1	09/14/12 5:38PM (Fr)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TVGENROTH1211H	\$600.00	
18.0	<b>Contract Line Remarks: NEWS 530-6P/17</b>								
	Spot	5:30:00PM- 6:00:00	Day,Tu-1	09/18/12 5:42PM (Tu)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TVGENROTH1211H	\$600.00	
19.0	<b>Contract Line Remarks: SAT NEWS 8-1030A/9</b>								
	Spot	8:00:00AM-10:30:00	Day,Sa-1	09/15/12 9:12AM (Sa)	00:30	CHANNEL 11 SATURDAY MORN NEWS	TVGENROTH1211H	\$275.00	
20.0	<b>Contract Line Remarks: NEWS 8-10A/10</b>								
	Spot	8:00:00AM-10:00:00	Day,Su-1	09/16/12 8:19AM (Su)	00:30	CHANNEL 11 SUNDAY MORN NEWS	TVGENROTH1211H	\$275.00	

REMIT TO: P.O. BOX 640132 PGH, PA 15264-0132

We warrant that the actual broadcast information shown on this invoice was taken from the official log.

Gross Total	\$18,550.00	Total Spots	30
Commission	(\$2,782.50)		
Net Total	\$15,767.50		